NK 3620 .B4

1914











Art Alphabets and Gettering An inexhaustive collection of the Most useful and artistic lettering for the use of Painters, Designers, Engravers Commercial Artists, Show Card Writers Schools and Colleges Modern and Original Alphabets as well as all Standard Favorites for Advertisements Posters, Inscriptions, Memorials, Resolutions, etc. By J. M. BERGLING DESIGNER AND ENGRAVER 1254 ROSEDALE AVE. CHICAGO



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CHICAGO, ILL.

APR 10 1914

\$250 CCIA369753 NO,

The demand for

SIRTISTIC SIND GATTOHY

LETTERING

has never befor been so great

Engravers-Besigners Mrfists

are continually looking for yell yoll 2000 1000 1000 in this in this interesting (1rt.

Althuctine Nisplan

will alkways bring satisfactory results to the

ADDERCISER and

admiration

Arom the Arch

PUBLICATIONS By J. M. BERGLING

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Stationers Script

ABCDEFGGG GKLMNOPDR GTWYNY) abdefghijklimnopyrstuvuvyz F 1234567890

SPENCERIAN SCRIPT

abedefghyk J. K. Timnepyri Pur LIMMONI LAST UNDE Verry K. J. L.



AMERICAN ROUNDHAND SCRIPT



MODERN FRENCH SCRIPT

MORCONGOTG MORCON OTO O OROSOT 2121219 VY



French Ronde.

abedef BDFBRbknout.

ON BFG BJKLUNU.

ON BFG BJKLUNU.

12345 PSS DCJ Zo 67890

abedefgbijklunuopgestuvwæy29

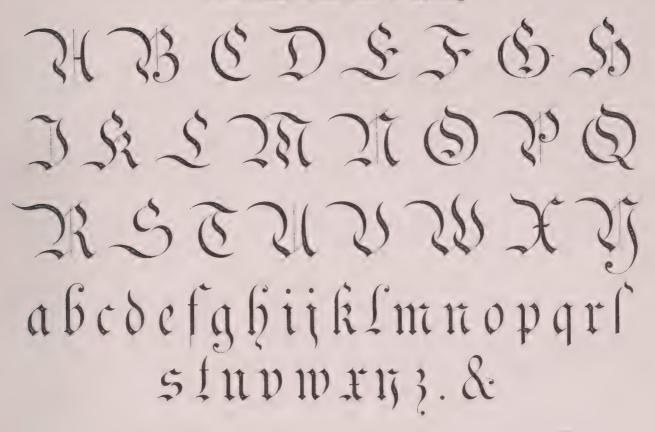
La patience est la clef de la jonissance?

German Gothic

ABCDGTGSZX LACTOPPARSED abed VVXX3 efgbi jklmnopqtsftuvwxyz.



German Capitals and Small Letters for Engrossing



German Script.

ALLIGHT GJJJ JBLMMOJGR PTUNDUXJJM



Copperplate Engravers Alphabets.

DÜRER 16th CENTURY GOTHIC

ABCDEFGHILLMADPOKSTU abedefghiklmnopqustuvwznz



GERMAN GOTHIC

ABCOEFgkiklmnopgrestuvæty?

ENGLISH GOTHIC LETTERS

15th CENTURY.

BUTHETIJIKLURDPARS TUTBETTJIKLURDPARS ERBLISHUGUR.

UNCIAL GOTHIC INITIALS

ABODERGHIKUDNOPQ RSGUVUXVZ 1441 GERWAN



ABCDEFGGIR TIMOPORSTH WEXHJ

MODERN GERMAN

ABCDEFGHJKLM NOGRSTUVWXYZ abcdefghijklmnopgrstuvwxyz

UNCIAL GOTHIC INITIALS

ABCDEFGTIR OPQRSGUIUN DWXYZ B



Modern Gothic (Old English),

ABCBCHGHGKIR TMHOPORSTH

Engravers Old English



abedefg **WAZA** Bhijklmn opgrstuvwryzahky& Memorial **H-B** Comptair



Bordered Block

ABCDEFGHKLMN OPQRSTUVWXYZ.

Advanced Ideas and Various Uses Suggested for this Beautiful Series

SPURRED ROMAN

ABCDEFGHIJKLMNO PQRSTUVWXYZ&\$,..; abcdefghijklmnopqrs 12345tuvwxyz67890

Neavy top and bottom Block

ABCDEFGHIJKLMNOPQRSTU \$12345 VWXYZ & 67890 abcdefghijklmnopqrstuvwxyz



MODERN LETTERS

ABCDEFGMIJRLM NOPQRSTUWWYZ

NOPQRSTUYWXYZ

ROMAN ORNAMENTED

ABCDEFGEIJK LMNOPQRSTUV 13345WXYZ57399

ABCDEFGHIKLMNOP

ORSTUYWXXX



Antique Roman

ABCDEFGE JKLMNQPR STUVWXYZ abcdefghijklmno pqrstuvwxyz 123456789

Block.

ABCDEFGH KLMNOPQR STUVWXYZ



Angellachstsch.

REACHORI RIMADPOR STHDDXYZ abrdefghiklmno parstubmxy; 1234567890. 12345678911.

ABCDEFGBI KUMHEPLR STUDBXYZ



English Thurch Text.

ABOOGROS REDROPOS 12345 N.Z. 67890

Gothic modified.

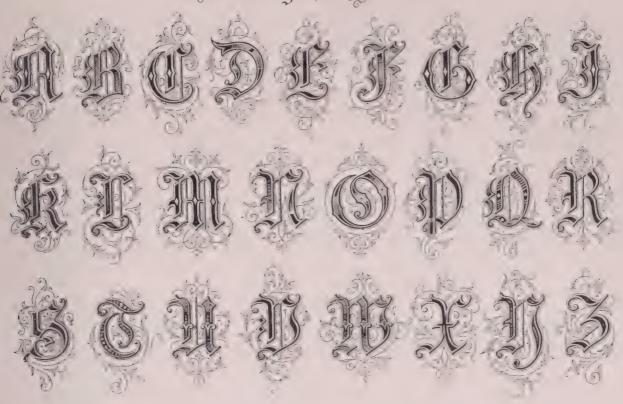
ABCDEFGSJK

ab TO PHXJ3 To co

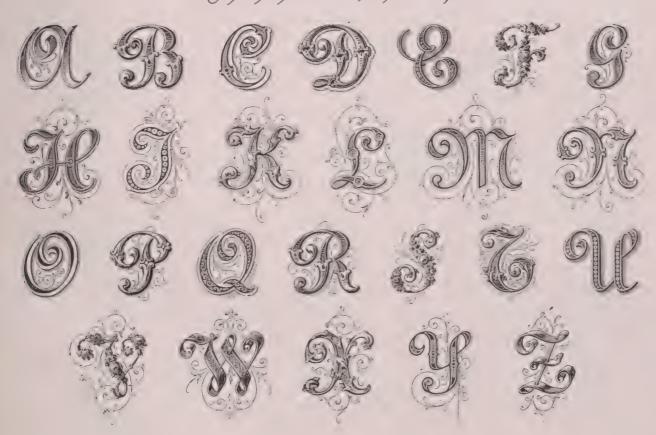
efgbiklmnopqrstuowxpz



Modern gothic Anitials

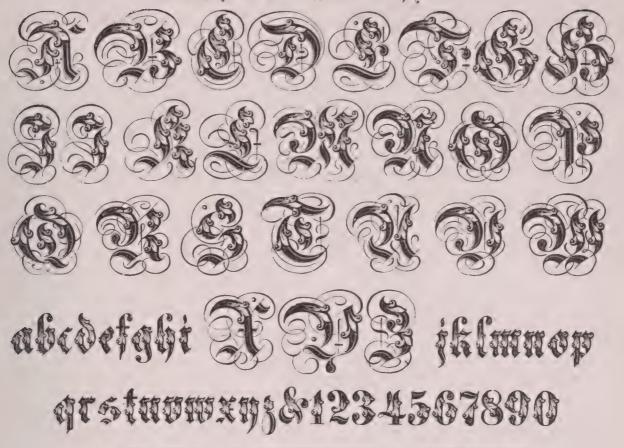


Prinamented French Script.

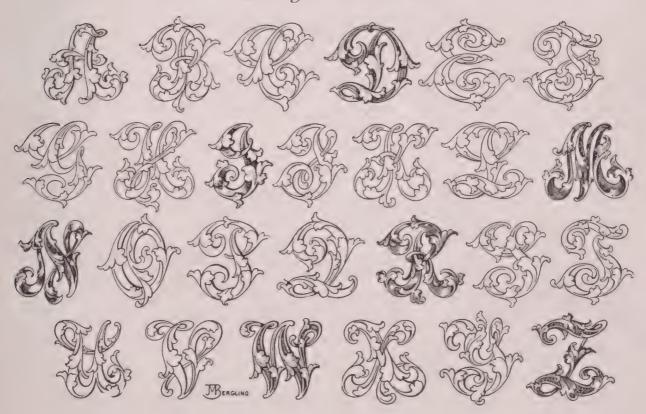




Deutsches Renaissance - Hiphabet.



Jeaf Cipher-Letters.





STUDIES IN RIBBON LETTERS.







MODERN ROMAN.

ABCDEFGHIKLM NOPORSTUVWXYZ

INTERNATIONAL EXPOSITION

ABCDEFGHIKLMN OPQRSTUVWXYZ

ABCDEFGHIJKLMNOP QRSTUVWXYZ&



ABCDEFGHIJKL MNOPQRSTUVW abcde XYZ&& fghij klmnopqrstuvwxyz

ABCDEFGHJKL
MNNOPPQRRSS

abcTUVWXYYZdef
ghijklmnopqrstuvwxyz.g.

ABCDEFGHIJKLM NOPQRSTVWXYZ



Engrossing Script

ABCDEFGHJ KLYNTTOPQK STOUDHFYZ abcdefghiklmnopqrstuvwxyz 1234567890.

MODIFIED CURSIVE

ABCDEFGHI
KLMNOLQRST
UVWKYELMOPGIS
Abcdefghijklmnopgis
Lanis ftuvwxyz&Wiens
London 1234567890 Berlin



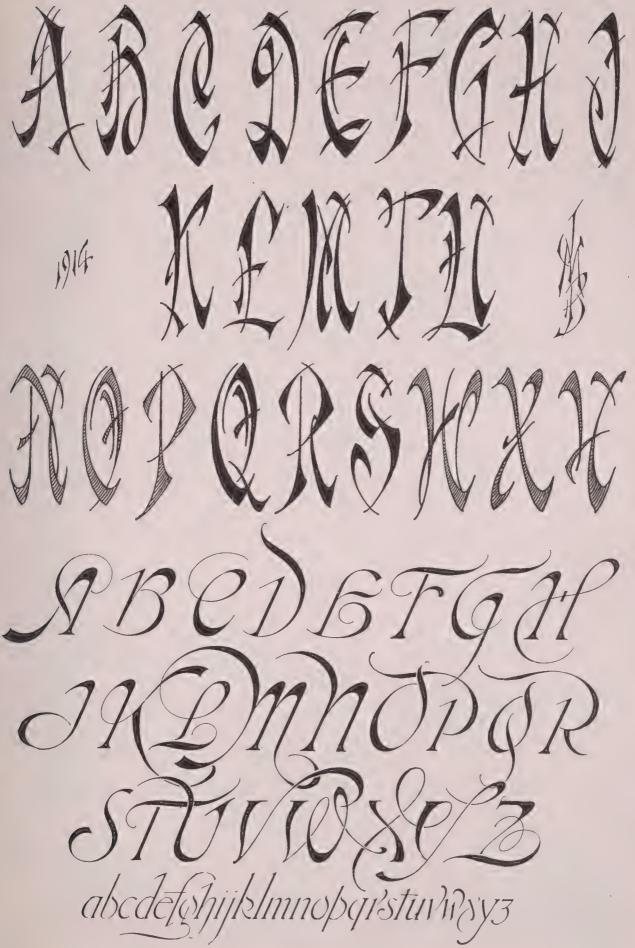
MODERN ALPHABETS

a B c D E F 9 6 J K LANOPQAST UVWXYZ abedefghijksmnopgrotuvwxyz

ABCDEFGHT JEMNOPQAS FUNUXYZ abcdefghijlmnopgrstuvwxyz 1234567890

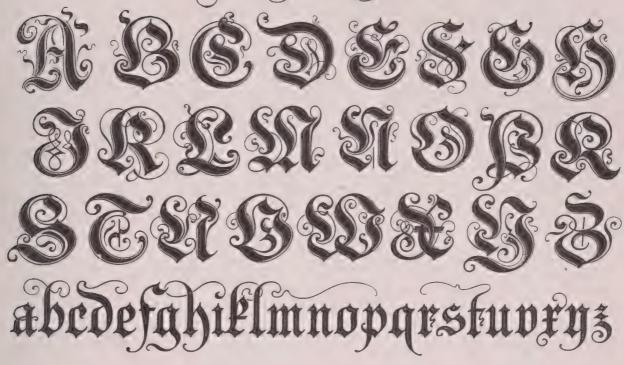


MODERN ALPHABETS





Pentschie Schrift undahm,



Italian Alphabets. 15 \$ 16 th Centuries.

MBCDEFE BJKLIND BJKSCHIND WX Ferised by WX Ferised by



Roman Italics

ABCDEFGHIJ KLMNQPRSTU abcdeVWXYZ,fghij klmnopqrstuvwxyz.

Romany & Americus. Florence 1714—1914 Italy.

CINCINNATI. B BARCELONA.

Italic Capitals and Small Letters

ABCDEFGHIJK

LMNOPQRSTU

abcd VWXYZ efshij

klmnopgrfstuvwxyz.&.



Round Hand, for Headings and Display

ABCDEFGIGT KLMAOP QRS TUNDWSYZ:



ABCDEFIBY,
IRLDPBQX
SIQUEST SEX.

abcdefghiklmnopqrset

upw Waldeck-Byrmont. xyz.

Alphabet in japanese Form

ABBESFORE

FKENNOPOR

abcelefahijkling opgratus

waya.

B



SPANISH TEXT

TRENCH SCRIPT

Or. Goorge Hungerford & Rolps Minotoen hundred and thirteen Thursday, the third of Guly MinoMargery Mudock amounce their marriage in the City of New York

How are cordially invited by the Chicago Examiner

Oucaday evening, (Section Might) Movember fifth to altend a formal opening of the new Recoption from 800 to 1200 p. M. Dearst Smilding

ASTOR TEXT

request the honor of your presence Mr. and Mrs. Ochrich Severs

HUROTHER HAR WHEREMOR DE LARRIE DRINGHER

PRIDEIGE MEILER

(DR. 112D (DRS. CHIRLES DIFFIEL KILLIS

CHESTER TEXT

at the marriage of their daughter

Wr. Albert Deterson Matilda Margaret

Oak Dark, Allinois

PRESTREE HAPDRED MAD THARFELL

Силипев Спту, Гоши

Wik. Gries Killester

27



Script, Exemplified.

Columbia Steel VShafting Co. Atlas Assurance Company Simited

The American Seague Base Ball Club of Chicago requests the honor of your presence at The Opening Garner of the Season Thursday afternoon, April 18 th 1907 at three o'clock American Seague Ball Grounds Chicago

Juge Brothers 4(a)

Chicago?

129-130-131 Michigan Ave.

New York,



Rondé, Exemplified

The This ersity of Pittsburgh

have the honor to invite

Mr and Mrs John M. Pergling

to be present at the celebration of the

One hundred and twenty fifth Anniversary

of the University

on Tuesday, Wednesday and Thursday

Ebruary twenty-seventh, twenty-eighth and twenty-ninth

Tebruary twenty-seventh, twenty-eighth and twenty-ninth
Tineteen hundred and twelve

Chevalier Bayard Commandery'
No.52 Knights Cemplar'
Chicago

Extends Knightly Conclesies, and requests the presence of yourself and ladies at its Reception



Example of shaded Old English

Seventh Annual Ranquet
of
The Chicago Association of Commerce
Saturday evening
the twenty-eighth of October

nt six-thirty o'clock

one thousand nine hundred and eleven

Hatel Sherman

National Mutual Church Insurance Co. of Chicago, Illinois.

Example of shaded Ronde

The Hotel Sherman Management announces the opening of the Second Series of Colillions on Wednesday evening, September tenth at eleven o'clock



Example of shaded German Text. -

Sifth
Plananal Phanquet
of the
Traffic Club of Chicago
Tuesdan, Sebruary twentieth
Plineteen hundred and twelve
Stotel La Salle

Centemial Amiversay
of the Birth of
Stephen A. Pouglas



New Por Initials

THE STATE OF THE S

BEDEFAMI REMPORS TUDUXSZ



New Por Politials





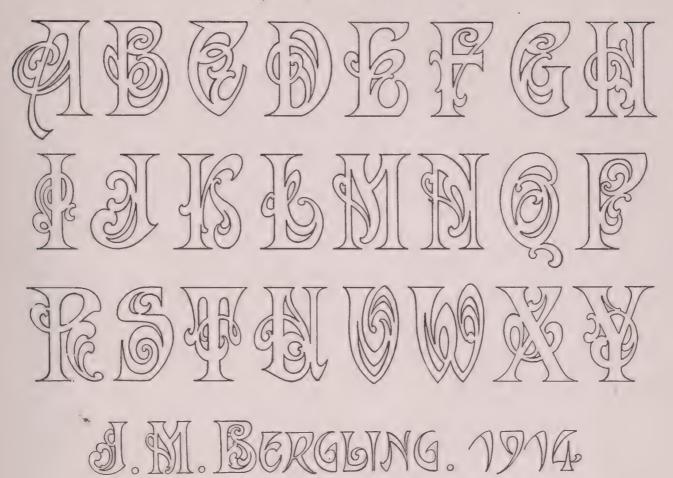
New Classic.

AD COCFOININ

34



NEW ART GETTERS







FROM THE SOUTH TO THE WEST;
FROM THE EAST TO THE WEST;
THERE'S TO THE GREEN ISLE
THAT THE IRISH ISVE BEST!

Yours OBrian The powers of the Opal.

Octobers child is born for woe And lifes wieissitudes must know; But lay an opal on her breast And hope will full the woes to rest.



SHOULD BE LIKE UNTO
THE SUMMER GLOWS,
WITH PROMISE AND LIKE
THE AUTUMN RICH WITH
COLDEN SHEAVES OF WORKS
AND DEEDS RIPENED
ON THE FIFI D

The place

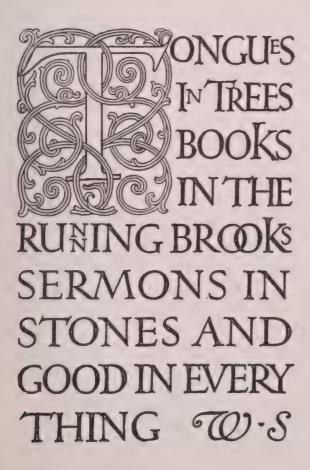
that does contain my Rooks, my best companions, is to me a glorious Court where hourly I hold converse with Old Sages and Philosophers.

B



Modern Lettering Illustrated

In selection of Cappropriate Stules of Lettering for whatever purpose should be as important as the Artistic Oreatment it man receive John N. Bergling.





MONTAIGNE.

God Keep You Safe,

God keep you safe,

my love,

All through the night;

Rest close in His en
circled arms

Until the light.

My heart is with you

as I kneel to pray.

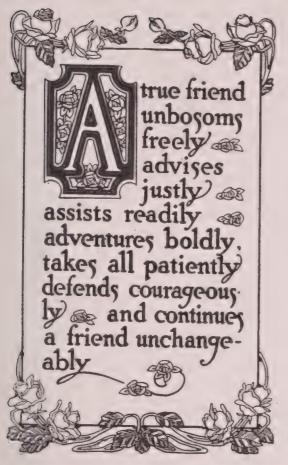
Good night! God

keep you in His care

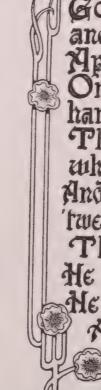
alway.



Modern Lettering Illustrated



hat a great blessing is a triend with a breast so trusty that thou mayest sately bury all thy secrets in it, whose conscience thou mayest fear less than thine own, who can relieve thy cares by his conversation a thy doubts by his counsels, thy sadness by his good humor 4 and whose very looks give comfort to thee



Then, welcome each rebuff
Chat turns earth's smoothness rough,
Each sting that bids
nor sit nor
stand but go;
Be our joy
three-parts pain,
Strive, and hold
cheap the strain,
Learn nor account
the pang: dare, never
grudge the three!

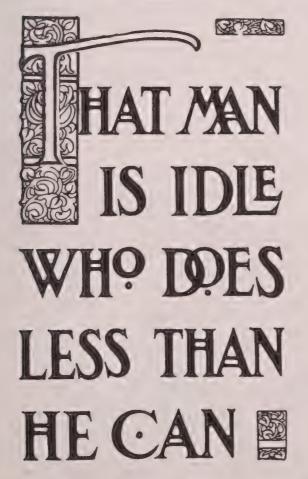
Robert Browning

Go thou thy may and I go mine;
Apart, yet not afar;
Only a thin veil hangs between
The pathmays where we are;
And God keep match tween thee and me;
This is my prayer;
He looks thy way.
He looks thy way.
He looketh mine.
And keeps us
near.
Julia A. Baker.

Seneca



your name with love, mercy and kindness on the hearts of those about you and you will never be forgotten



HETHAT
CAN HAVE
PATIENCE
CAN HAVE
WHAT HE
WILL

FRANKLIN

THE SILVER LINING

THE INNER SIDE

OF EVERY CLOUD

IS EVER BRIGHT

AND SHINING;

I THEREFORE TURN

MY CLOUDS ABOUT,

AND ALWAYS WEAR

THEM INSIDE OUT,

TO SHOW THE SILVER LINING.



JEWELRY ENGRAVERS INSCRIPTIONS. .

An loving memory

Rev. Henry Gould.

Pastor of

St. John's Church

Apr. 7, 1915.

PRESENTED TO
THEO, E. JACKSON
BY HIS MANY
FRIENDS AND ADMIRERS
ON THE
DARD FRADE
GRISTMAS 1914.

Theo, P. Butler in appreciation of his 25 years faithful services with the Chos, Whiting Co. Aug, 4,1916.

James Adolph Ausch from George R. Haubt, as a token of appreciation and gratitude. December, 1915.

Fresented to

Hrank Al. Thomson

THE BOARD MARROVEMENTS

OF LOCAL MPROVEMENTS

OF LOCAL MPROVEMENTS

OF LOCAL MPROVEMENTS

OF LOCAL MARROW CHICAGO

as a token of esteem

and appreciation

overnber 12th 1915.

CHARLES D. HASTING
PRESIDENT

CITY ATHLETIC CLUB
BY

ADMIRING MEMBERS

CHRISTMAS 1917.



Engraver's Inscriptions on Silver-plate Etc.

Presented by The H.Drews Mfg Co. To Gibson in appreciation of his twenty-five years faithful services August 24, 1915.

The Milson Crophy

TO BE COMPETED FOR AT THE ANNUAL REGATTA OF THE

Bevorze Taest Crus

TO BE WON THREE TIMES

TO BECOME THE PERMANENT PROPERTY OF

THE WINNER



INSCRIPTIONS ON GOLD AND SILVER EXEMPLIFIED.

Presented to CILLIAM STAINSON By his colleagues in Boston ON HIS RETIREMENT FROM THE Company and after 48 years service in insurance business as a token of their friendship and regard November 17 to 1915.

Presented to

John B. Watson

by his friends and admirers

on his retirement as president of the

Meadon Country Club

as a token of their esteem and appreciation

Chicago Oct, 5, 1914.





DR. CHARLES M. BENTON

GREETING!

THE DETROIT BANKERS SOCIETY

Thas the honor to present to you this copy of the following resolutions

WHEREAS, with the progress of civilization there have appeared in every walk of life men who, by their energy and devotion to their work have become leaders among their fellow men, and WHEREAS Etc.

Grof, John Maurice Dawson The accompanying CUP is presented by the

ALUMNI ASSOCIATION
of the
College of Medicine
of the
University of Pensylvania



MODERN ART.

THE CLUEGE HADD TANGO AND THE OTHERS GAND SQUER TONIGHT Don't fail to show up (OHETT THE THE THE TINE MRIS CUB CH1CAGO



Modern Alphabets

ABCDEFGHJKLANOPQRST abcdefg UUWXYZ hiklmnop qrstuuwxyzkedpnr

abedef studwtyz- ghiklm nopqrstkuvvtyz-

ABCDEFG5JKLMNOPQRST abcdefgh UVWXYZ ijklmnop qrstuvwxyz·123456

ABCDEFGHIJKLMNOPQRST abcdefghij UVWXYZ klmnopqr studdxyz-123456789



ABGDFFSHIXLL
MNOPGRSTUND
abcdefWXYZ3ghikm
mopgrstuvwxyz·12368

ABCDEFGHFRLM MNOPORSTUVI abcdef WXYZ-ghijklm nopgrfsktuvvxyz-1267-



MODERN ALPHABETS

REMNOPQR SEUUWXU3 abcdefghijklmn opgrstuvw*ij3

ABEDEFGHAK
LANOPORSTU
VWXYZ-abcdef
ghijklmnoporst
234 uvwxyz 567



Poster and Sign (ard Alphabets

ARCDEFSKIJK AMNOPQRSTU OWXYZ. abcdef ghijklmnopqrstu Four. vwxyz. Mode

ABCDEFGHIJKL NOPQRSTUVWXYZ abcdefghijklmnopgrstu vwxyz.1234567890. Modern Brush Letters



Poster and Sign Card Alphabets

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnop qrstuvwxyz.

1234567890
ABCDEFGHIJKLM
ROPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz.!



ABCDEFBHIRETTING OPGRSTUUWXY3-abcdefghiklmnopgrsftuvvxj3--1234567890-

ABCDEFGFJRLM POPQRSTUDWYZ abcdqfghijklmnop grstuvwxyz:1234567



ABCDEFGHIJ KLMNOPQRST ab UVUXYZcd efghijklmnopqrss &!WtuvwxyyzRT

ABCDEF6HIKL MNOPQRSTUV abcde WXYZ fghijk Imnopqr I stuvwry3



MODERN LETTERING

PECOPORI SPORUUSS SVWUUSS

Alegisgic moneped

ABCDEFGHIJKLMN OPQRSTUVWXY

ABCDEFGHJ KUNOPQRS ZITUVWXYZ



ABCDEFGHJK LMNOPQRSTU abe-1910XY3-def ghijklmnopqrstuv wxy3-1234567890-

ABCDEF6BJRE MNOPQRSTUV WXYZ-abcdefghi jklmnopqrstuvwx yzbb·1234567890-



ABCDEFGHIJKLM NOPQRSTUVWXYZ

ABCDEFGDJRL MNOPQRSTUV 345 WXYZ· 678 abcdefghijklmno pqrstuvwxyzß12

GBEFGFIK LAPPERST UPHXUZ



Modern Painters & Designers Alphabets

ABCDEFGHI KLMOPOR STUVWXYZ

ABGDEFGHJ KLMNOPQR STWWYXZ



MODERN ALPHABETS

ABCDEFGFIJKLMI NOPORSTUVÐXYZ abcdefghijklmnopqrs tuvwxyz

abedefatiklmnopges fuvwxyz



ABCDEFAIK
LMNORCESTU
LMNORCESTU
LNORCESTU

abedefghijkim nopgrstuuxy



New Gothic

OR561

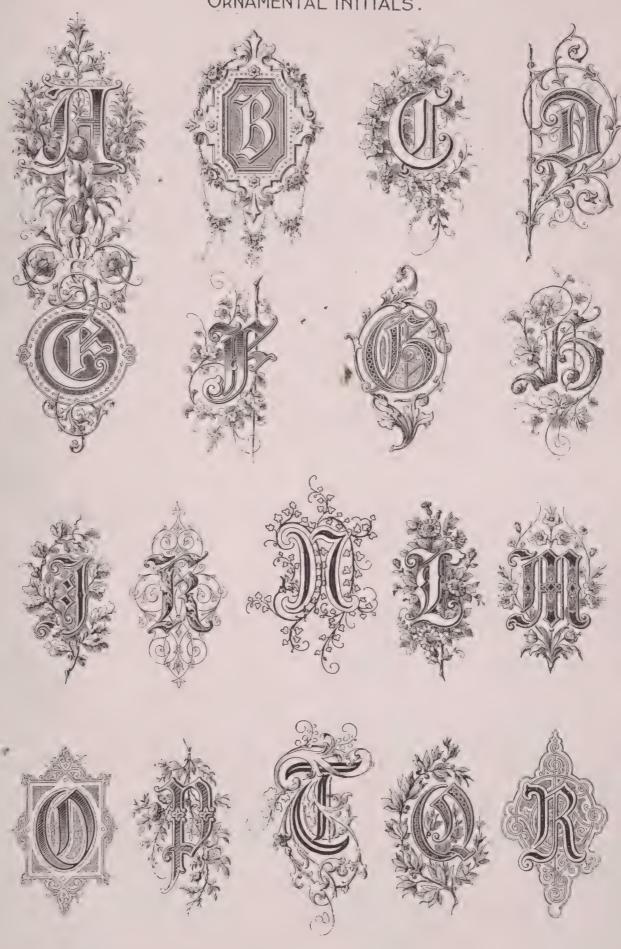


RUSTIC ALPHABET.





ORNAMENTAL INITIALS.





Moceny Alphabels for Jelielig Freiriers

ABUILING JIKUMN OPORSTUUNIZ

Cipher Letters

New Antique

ABCOEFGHIJKEMNOP ORSTUVWXYZ B

New French

ABEDEFFIIKLMI OFQRSTUDWKYZ





ATIONAL MOTOR SHOW OLISEUM FEB. 1914.



Novelty-Letter Suggestions





GREEK ALPHABET

CHARACTER	NAME		CHARACTER NAME		E CHARACTER		NAME				
Aα	Αλβα	Alpha	Iι	Ίῶτα	lota	Pep	Pw	Ro			
	Βῆτα			Κάῶπα				Sigma			
$\Gamma \gamma \mathcal{I}$	Γάμμα	Gamma	$\Lambda \lambda$	Λάμδδα	Lambda	Teg	Ταῦ	Tau			
$\Delta \delta$	Δέλτα	Delta	$M\mu$	$M\tilde{v}$	Mû	Yuu	Tychov	Upsilon			
$\mathbf{E}\varepsilon$	Eyzzòv	Epsilon	Nν	Nũ	Nû	$\Phi \rho \rho$	$\Phi \tilde{\iota}$	Phi			
Z35	Ζήτα	Zeta	Ξξ	Ξĩ	X;	$\mathbf{X}\mathbf{x}$	Xĩ	Chi			
$H\eta$	Ήτα	Eta	00	"Ομιχρον	Omicron	$\Psi \uparrow \gamma$	¥2	Psi			
009	Θῆτα	Theta	ΠΙωπ	Пг	Pi	$\Omega \omega$	η Ωμέγα	Отеда			
The Greek Alphabet, written											
A,a	B, 6	5.7	D, 0	δθ E, ε	0	B, Z, Z	Hin r	9,0			
J. v	H, w	20,	77 M.	M Non		7	0.0 9	6,0			
P.p	E, o,s	£9	UT V.	v J.9.		\mathcal{C}, \mathcal{X}	Wy E	∂, ω			

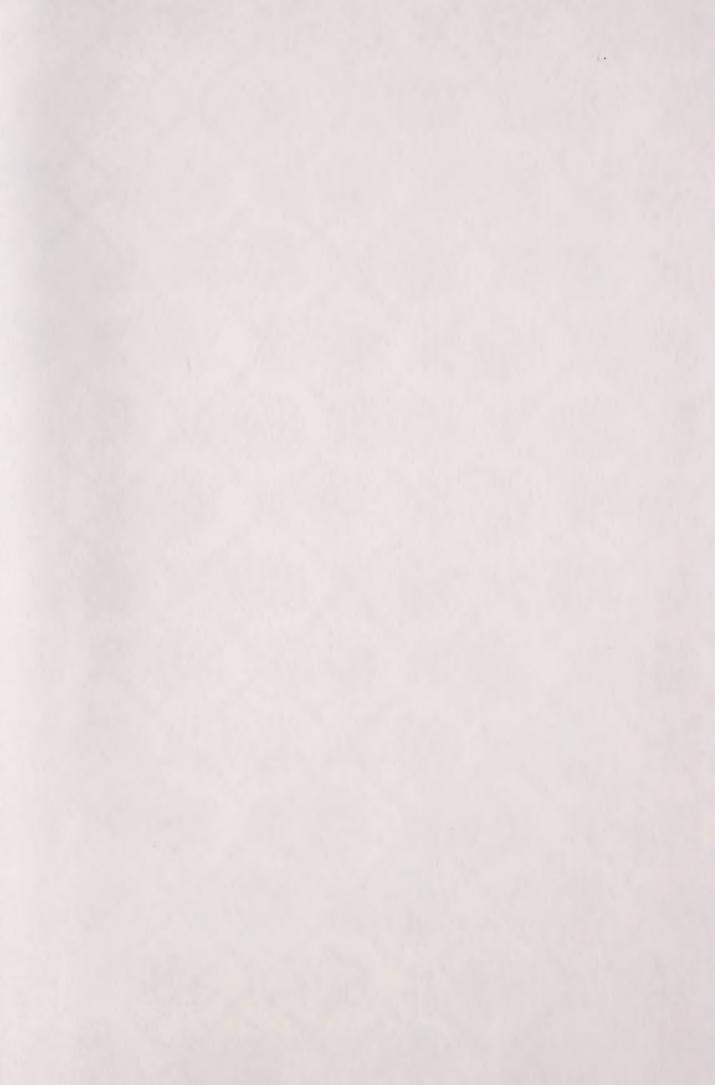
The RUSSIAN Alphabet.

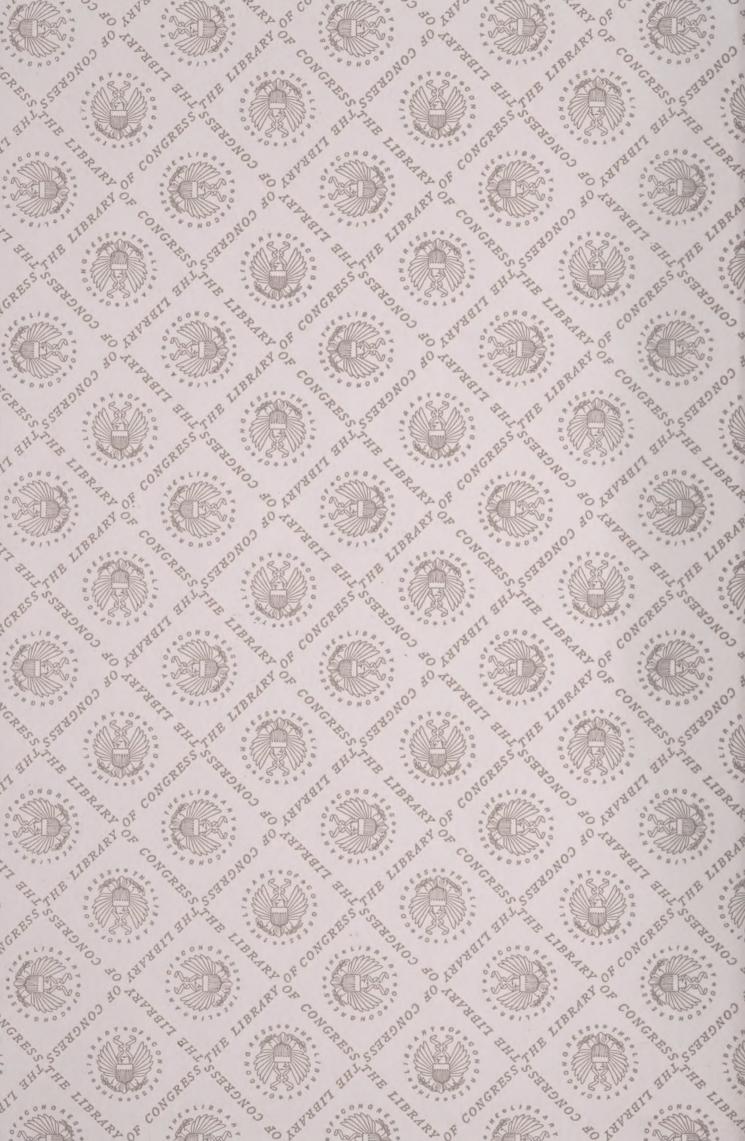
Aa To Beb In Dgo Ee Mose 3 zy Uw Si Kk An Mon How Oo Ton Pp Co Them Try Pick Now Uny Gr Ulow Ulong Gr Eliu Co In In In How Kille Vr.

АаБбВвГг ДдЕеЖж ЗзИиЙй ІнКк ЛлМм ИпОоПиРрСсТтш УуУу ФоХх ЦцЧч Шш Шщ Ъъ Ыы Бъ Ээ Юю ЯнӨөVv:

			,	









0 033 261 230 A